

Message Text

UNCLASSIFIED

PAGE 01 SEOUL 06447 220637Z

15

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 L-03 COME-00 /020 W

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R 220401Z AUG 75

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 2264

INFO USDA/FAS WASHDC

UNCLAS SEOUL 6447

FOR EB/CBA/BP WINTER

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: TRADEMARKS AND SUNKIST PROBLEM

REFS: A. SEOUL 5454

B. STATE 181370

1. AGATT HAS RECEIVED FOLLOWING TELEX FROM WILLIAM K. QUARLES,
VICE PRESIDENT GOVERNMENT AFFAIRS, SUNKIST GROWERS, INC.,
SHERMAN OAKS, CA., TELEX 651476. CABLE ADDRESS: SUNKIST
LOSANGELES. "WE HAVE HEARD SOME DISTURBING RUMORS THAT THE
GOVERNMENT OF THE REPUBLIC OF KOREA HAS ANNOUNCED THAT THEY
WILL REFUSE TO ALLOW THE DOMESTIC SALE OF ITEMS PRODUCED IN THE
REPUBLIC OF KOREA UNDER TRADEMARKS OWNED BY FOREIGN CONCERNNS."

2. ASSUME QUARLES REFERS TO WORRY EXPRESSED BY HAI TAI MENTIONED
IN PARA THREE OF REFTEL A. NO ANNOUNCEMENTS HAVE BEEN MADE BY
ROKG EXCEPT THOSE CONTAINED NEWSPAPER CLIPPINGS ENCLOSED WITH
PERKINS-WINTER OFFICIAL-INFORMAL OF AUGUST FOUR.

3. ACTION REQUEST: PLEASE CONTACT QUARLES AND ADVISE HIM OF
ABOVE. SUNKIST MAY WISH SEND CORPORATE COUNSEL TO KOREA TO
CONDUCT FURTHER EVALUATION.

ERICSON

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Margaret P. Grafeld
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